

CLAIMS

What is claimed is:

1. A system for displaying galleries, showrooms, stores and malls on-line, comprising:

5 means for displaying on an on-line display device to a viewer at least one room having at least one object therein, wherein the display is comprised of a data pocket.

10 2. The system according to Claim 1, wherein the room is a gallery.

3. The system according to Claim 1, wherein the room is a showroom.

4. The system according to Claim 1, wherein the room is a store.

15 5. The system according to Claim 1, wherein the room is a mall

6. The system according to Claim 1, wherein the display includes at least one still photograph of a virtual reality shot.

7. The system according to Claim 6, wherein the at least one still
5 photograph is identified by a unique frame address.

8. The system according to Claim 1, wherein the display includes at least one video film.

9. The system according to Claim 1, wherein the display includes at
10 least one audio segment.

10. The system according to Claim 6, wherein each object in the data
packet is assigned a unique identification indexed by the area each object
15 occupies in the still photograph.

11. The system according to Claim 10, wherein at least one link is assigned to each object, thereby enabling detailed information regarding the object to be retrieved from an external database for presentation to the viewer.

5 12. The system according to Claim 1, wherein selecting a particular object causes a link associated with the object to be selected and stored in a file on a user's computer for viewing by the viewer.

13. The system according to Claim 12, wherein a plurality of objects
10 can be sequentially selected by the viewer.

14. The system, according to Claim 13, wherein when the viewer completes selecting the plurality of objects, the links for the selected objects are submitted to a server by clicking a submit button, thereby retrieving the data
15 addressed by the selected links from an external database for presentation to the viewer.

15. The system according to Claim 1, wherein the display of the at least one object includes command buttons enabling the viewer to virtually move both around the room and around the at least one object.

5 16. The system according to Claim 1, wherein if one object appears in a plurality of frames, the object is cut out from each frame, given a unique identification, and assigned a link to an external data storage device that stores data associated with the object.

10 17. The system according to Claim 16, wherein if the at least one object appears in more than one frame, the object is identified in each frame by the same identifier and assigned the same link.

15 18. The system according to Claim 1, wherein the on-line display of the at least one object includes audio stories, an enlarged still image, textual descriptions, buy and bid frames, and videos.

19. The system according to Claim 1, wherein the system displays the object in a plurality of different still photographs each taken from equally spaced

angles 360° around the object, thereby enabling the viewer to view the object from 360° around the object and enabling the object to appear to rotate on the display device.